



16 May 2019

Dear Sir/Madam,

**International Cricket Council – use of logos, trade marks, word marks, tickets and proprietary content**

I am writing to you on behalf of the international governing body for the sport of cricket, the International Cricket Council Limited (through its group companies) (“**ICC**”), seeking your organisation’s cooperation and support in relation to the upcoming ICC Men’s Cricket World Cup 2019, scheduled to take place in England and Wales between 30 May 2019 and 14 July 2019 (hereinafter referred to as the “**Event**”).

We are informed that your organisation is a representative body for the travel and tourism industry in India/the United Kingdom and are hence writing to solicit your assistance in circulating the contents of this letter amongst your member agencies. We request you to note that the various guidelines in this letter are applicable to all travel and tours service providers operating in India/the United Kingdom.

As you are likely aware, in order to stage events of such scale, the ICC contracts with official broadcasters, commercial partners and licensees and, in turn, grants them exclusivity of association with the ICC and its events, as well as exclusivity of usage of proprietary ICC names (“**ICC Names**”), proprietary ICC marks and logos (“**ICC Marks**”), and other proprietary and protected ICC content (“**ICC Proprietary Content**”). It is incumbent upon the ICC to protect this exclusivity and thereby its official broadcasters, commercial partners and licensees. ICC Business Corporation FZ LLC (a wholly owned subsidiary of the ICC) is the owner of all ICC Names, ICC Marks and ICC Proprietary Content.

Through this letter we intend to clarify the activities that are permissible and impermissible in relation to the Event so as to prevent any inadvertent infringements of ICC Names, ICC Marks, ICC Proprietary Content and match tickets for the Event by travel service providers. In this context, we request you to note the following:

- ICC has appointed Sports Travel & Hospitality Group (trading as ICC Travel & Tours) as the Official Travel and Tour Provider to the ICC for the Event (“**Business Category**”);
- Sports Travel & Hospitality Group has appointed several travel and tour partners in relation to the Event. An exhaustive list, as of the date of this letter, of official travel and tour agents globally is available at <https://www.icctravelandtours.com/> (“**Travel Partners**”);
- Other than the Travel Partners, no entity engaged in the Business Category is entitled to use the ICC Names, ICC Marks or ICC Proprietary Content, or associate in any other way, either



expressly or impliedly, with the ICC or the Event in such manner so as to benefit from or otherwise appropriate the Event and their fame and goodwill;

- Your members are requested to abide by the Brand and Content Protection Guidelines and the Ticket Terms and Conditions for the applicable Event (as available <https://www.cricketworldcup.com/key-documents>) in promoting travel and tour packages; and

Should you fail to adhere to the above, the ICC will engage with you to bring to your attention the permissible parameters of activity and work with you to resolve the matter. However, should such activities persist, you will be deemed to have knowingly breached the exclusive rights granted by the ICC to Sports Travel & Hospitality Group and the Travel Partners, and the ICC may initiate further action, including legal recourse, without further reference to you.

If you have any questions or enquiries relating to this letter, please do not hesitate to contact Copyright Integrity International, the ICC's rights protection partner and authorised agent, at: [icc.notices@copyrightintegrity.com](mailto:icc.notices@copyrightintegrity.com).

We thank you for your understanding in relation to the above and look forward to your cooperation in ensuring that premier events of this nature continue to be part of the cricketing calendar.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'Stephanie Daniel', with a horizontal line underneath.

**Stephanie Daniel**  
Senior Legal Counsel  
International Cricket Council